

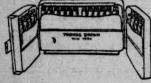
London, purchases may be

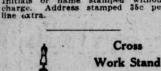
Man is an animal that has more feeling than reason.

It is the feeling that people demand lower prices, that causes these Reductions.



Cross Cigar Magazine





corated holder in center for thread work basket, 11inch diameter

\$4.50 Formerly \$7.00



16-Inch...... \$51.95 Formerly \$65.70

Monogram to order, extra.

Wark Cross

LONDON 145 Tremont St. 89 Regent St. Dealers Throughout the World

THIEF CHASE LEADS INTO FIFTH AVENUE

Valued at \$1,700 and Scurry From Store.

Franklin Simon & Co.

FOR PHOTOGRAPHS OF THESE COATS SEE

BACK PAGE OF THE ROTOGRAVURE

SECTION OF THIS NEWSPAPER.

Offering the latest Fur Fashions for Winter 1921-1922 at the Lowest

Prices at which High Grade Furs

have been sold in a number of years.

These Prices will prevail until

August 31st only.

Last season's price \$450

295.00

475.00

450.00

395.00

AUGUST

HUDSON SEAL COAT

CARACUL COAT

lar and cuffs of skunk.

HUDSON SEAL COAT-WRAP

(dyed muskrat) 48 in. long,

bloused model; Mandarin

sleeves. Last season's price \$850

40 in. long, flared skirt; collar

45 in. long, bloused model com-

GENUINE RUSSIAN ERMINE WRAP

46 in. long, with draped back

45 in. long, collar of gray squirrel,

bined with taupe squirrel

and deep crush collar.

PERSIAN LAMB COAT

skunk or Kolinsky.

Last season's price \$695

SQUIRREL AND SCOTCH MOLE COAT

Last season's price \$1250 850.00

Last season's price \$1950 1250.00

of squirrel or Kolinsky.

(dyed muskrat) 40 in. long, col-

FUR SALE

A Store of Individual Shops FIFTH AVE.—37th and 38th Sts.

Negroes Get Diamond Rings WOUNDED WAR VETERAN ARRESTED IN HOLDUP Taken at Hospital in Cigar Store Robbery.

who was locked up immediately following the attempted robbery.

Detectives Birmingham and Connolly
of the West 135th street station said
Gay was followed to the hospital, where
he went for treatment of a gunshot
wound received in France.

David Bogart, clerk of the store, it
was said, identified the second prisoner

'HOODOO' COP INJURED FIFTH TIME IN 4 MONTHS

Wrecked Machine Overturns, Injuring Six, of Whom a Boy May Die.

Both cars were going north. The one in which Davis was riding was driven by Henry Albert Wlaben, aged 26, of 24 Kress avenue, New Rochelle, to whom Davis referred as his "chauffeur." Wiaben was arrested on charges of felonious assault and reckless driving after an investigation by Edward J. Chapman, Assistant District Attorney of The Bronx. Wiaben said he turned out to pass the smaller machine and believed he would clear it.

\$300 PRICE IS FIXED ON HEAD OF NEGROES

Asserted Organized Plot Exists to Slay Black Trainmen on Illinois Central.

WATER VALLEY, Miss., July 30 .- That

SOME RELIEF COMES



A STORE OF INDIVIDUAL SHOPS

FIFTH AVENUE, 37TH AND 38TH STREETS

Present for Madame and Mademoiselle

THE BLOUSE GOWN

Introducing a New and Interesting Silhouette for Fall



Gowns for Madame

OF CANTON SILK CRÉPE, CRÉPE SHEBA, METEOR, POIRET TWILL OR TWILLCORD

THE bloused waistline is I the password to the autumn mode whose watchword is the lengthened skirt, and the result is a silhouette that subtly suggests old Russia, imbued with the chic of the Rue de la Paix, a vogue that permits individuality, with a waistline whose location is not a matter of a fashion but a matter of choice.

> 59.50 to 285.00 WOMEN'S GOWN SHOP-Third Floor

Gowns for Mademoiselle OF CANTON SILK CRÉPE, CRÉPE METEOR, PICOTINE, POIRET TWILL OR TWILLCORD

A /HAT is more pictur-V esque and youthful than the blouse of the Quartier Latin and from this blouse Mademoiselle takes her fashion inspiration for the first frock of the autumn season—artful as Art itself-emphasizing the boyish slenderness of the modern young woman-its success is assured with its first presentation—a fashion destined to influence and enrich the winter mode.

45.00 to 165.00

MISSES' GOWN SHOP - Second Floor

With Sleeves That Are Unusual in Fashion and Skirts That Are Unexpected in Length The Blouse Gown



Franklin Simon & Co.





Establishes its Claim to Smartness and Distinction



Last season's price \$595

FEMININE FUR SHOP-Fourth Floor